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## POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby appoint:

☒ Practitioners associated with the Customer Number:

27366

OR

☐ Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

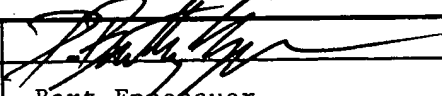
Assignee Name and Address:

Microsoft Corporation  
One Microsoft Way  
Redmond, WA 98052

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

### SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Name			
Signature	Bart Eppenauer	Date	
Title	Assistant Secretary	Telephone	425 703-0645

This collection of information is required by 37 CFR 1.31 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named  
Inventor : Sales Management Systems  
  
Appln. No.: 09/756,591  
  
Filed : January 8, 2001  
  
For : SYSTEM AND METHOD FOR  
CONTROLLING ACCESS TO USER  
INTERFACE ELEMENTS  
  
Docket No.: M61.12-0297

Group Art Unit: 2163  
Examiner: ---

STATEMENT UNDER 37 C.F.R. § 3.73 (b)

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

I HEREBY CERTIFY THAT THIS PAPER IS BEING  
SENT BY U.S. MAIL, FIRST CLASS, TO THE  
COMMISSIONER FOR PATENTS, P.O. BOX 1450,  
ALEXANDRIA, VA 22313-1450, THIS

19<sup>th</sup> DAY OF April 2005  
  
PATENT ATTORNEY

Sir:

Microsoft Corporation is the owner of the entire right, title  
and interest in the patent application identified above by virtue  
of either:

- A. [X] An assignment from the inventor(s) of the patent  
application identified above. The assignment was  
recorded in the Patent and Trademark Office at Reel  
015658, Frame 0736, or a copy of which is attached.

The undersigned (whose title is supplied below) is empowered  
to act on behalf of the assignee.

Signature:

Dated: 4-19-05

Name : Joseph R. Kelly

TITLE: Patent Attorney, Reg. No. 34,847



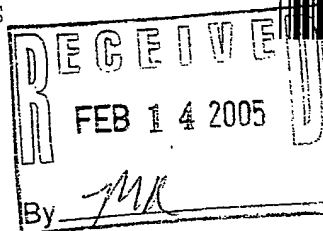
UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

FEBRUARY 08, 2005

WESTMAN CHAMPLIN & KELLY  
JOSEPH R. KELLY  
900 SECOND AVENUE SOUTH  
SUITE 1600, INTERNATIONAL CENTRE  
MINNEAPOLIS, MN 55402

PTAS



\*102810971A\*

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 08/09/2004

REEL/FRAME: 015658/0736

NUMBER OF PAGES: 4

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

SALES MANAGEMENT SYSTEMS, INC.

DOC DATE: 01/20/2003

ASSIGNEE:

MICROSOFT CORPORATION  
ONE MICROSOFT WAY  
REDMOND, WASHINGTON 98052

SERIAL NUMBER: 09736543

FILING DATE: 12/13/2000

PATENT NUMBER:

ISSUE DATE:

TITLE: IN-STORE CUSTOMER DISPLAY DEVICE AND METHOD

SERIAL NUMBER: 09736554

FILING DATE: 12/13/2000

PATENT NUMBER:

ISSUE DATE:

TITLE: SYSTEM AND METHOD FOR DISTRIBUTING IN REAL-TIME, INVENTORY DATA  
ACQUIRED FROM IN-STORE POINT OF SALE TERMINALS

015658/0736 PAGE 2

SERIAL NUMBER: 09756591

FILING DATE: 01/08/2001

PATENT NUMBER:

ISSUE DATE:

TITLE: SYSTEM AND METHOD FOR CONTROLLING ACCESS TO USER INTERFACE ELEMENTS

DIANE RUSSELE, PARALEGAL  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

08-11-2004

F. 4.04

# PATENT RECORDATION COVER SHEET



102810971

Attorney Docket No.  
M61.12-0298

To the Director of the U.S. Patent and Trademark Office: Please record the attached original document or copy thereof.

1. Name of conveying party(ies):  
(1) Sales Management Systems, Inc.  
(2) ---  
(3) ---  
  
Additional name(s) of conveying party(ies) attached? [ ] Yes [ ] No

2. Name and address of receiving party(ies):

Name: Microsoft Corporation  
Internal Address:  
Street Address: One Microsoft Way  
City Redmond State WA ZIP 98052

Additional name(s) & address(es) attached?  
[ ] Yes [ ] No

3. Nature of Conveyance:

☒ Assignment [ ] Merger  
☐ Security Agreement  
☐ Change of Name [ ] Other

Execution Date: January 20, 2003

4A. Application No. (s)

--- See Schedule

If this document is being filed together with a new application, the execution date(s) of the Declaration of the application is: ---

Additional numbers attached? [ ] Yes [ ] No

4B. Patent No. (s)

Additional numbers attached?  
[ ] Yes [ ] No

09736543

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Joseph R. Kelly  
Street Address: Westman, Champlin & Kelly, P.A.  
Suite 1600  
International Centre  
900 Second Avenue South  
City: Minneapolis State: MN ZIP 55402

6. Total number of applications and patents involved: [---]

7. Total fee (37 CFR 3.41): .....\$ 40.00

8. Method of Payment

☒ Enclosed  
☒ The Director is authorized to charge payment of any additional recording fees or credit any overpayment to deposit account No. 23-1123.

08/10/2004 LMUELLER 00000136 09736543

01 FC:8021

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Joseph R. Kelly  
Name of Person Signing

Joseph R. Kelly  
Signature

8-5-4  
Date

Total number of pages submitted: [---]

OFFICE OF PUBLIC RECORDS  
2004 AUG -9 PM 4:17  
FINANCE SECTION

## ASSIGNMENT

WHEREAS, SALES MANAGEMENT SYSTEMS, INC, a wholly owned subsidiary of Microsoft Corporation, (hereinafter referred to as "Assignor") owns all right, title and interest in and to the inventions, patents and patent applications (hereinafter referred to as the "Intellectual Property") identified in Schedule A attached hereto; and

WHEREAS, MICROSOFT CORPORATION, a Washington Corporation, (hereinafter referred to as "Assignee"), is desirous of acquiring all right, title, and interest in and under the Intellectual Property:

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns and transfers to the Assignee and the Assignee's legal representatives, successors and assigns, its full and exclusive rights in and to the Intellectual Property in the U.S. and every foreign country and its entire right, title, and interest in and to the Intellectual Property and related applications (e.g., provisional applications, non-provisional applications, continuations, continuations-in-part, divisionals, reissues, reexaminations, National phase applications, including petty patent applications, and utility model applications) that may be filed in the United States and every foreign country on the Intellectual Property, and extensions or derivations thereof, both foreign and domestic, that may issue thereon, and we do hereby authorize and request the Commissioner of Patents to issue U.S. patents to the above-mentioned Assignee agreeably with the terms of this assignment document.

UPON SAID CONSIDERATION, Assignor conveys to the Assignee the right to make application in its own behalf for protection of the Intellectual Property in the U.S. and countries foreign to the U.S. and to claim under the Patent Cooperation Treaty, the International Convention and/or other international arrangement for any such application the date of any earlier U.S. application (or any other application on the invention) to gain priority with respect to other applications.

IN WITNESS WHEREOF, Assignor has caused one of its officers to hereunder set his hand on the date shown below.

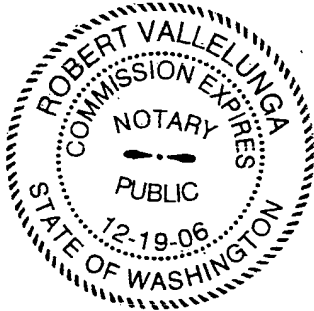
Date January 20, 2003

[Signature]  
Vice President & Secretary  
Title

STATE OF WASHINGTON )  
COUNTY OF KING ) SS:

On this 20<sup>th</sup> day of January, 2003, before me, a Notary Public in and for said county, appeared Kevin J. Fay, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.

{SEAL}



Robert Vallelunga  
Notary Public

My Commission Expires: 12-19-06

## Schedule A

Country	Appl/ Patent No.	Title	Filing Date
US	09/736,543	In-store Customer Display Device and Method	12/13/2000
US	09/736,554	System and Method for Distributing in Real-time, Inventory Data Acquired from In-store Point of Sale Terminals	12/13/2000
US	09/756,591	System and Method for Controlling Access to User Interface Elements	1/8/2001